

thereon, computer apparatus for initially creating a psychographic profile of a user comprising:

a data assembly for providing and supporting display of agate information to users of the computer network, in response to a user request the data assembly transmitting requested agate information across the communication channel to one of the digital processors for display of the requested agate information and viewing by the user; and

a tracking and profiling member responsive to the data assembly [upon display of the requested agate information], in response to a user viewing requested agate information obtained through the data assembly, the tracking and profiling member recording indications of physical activity by the user during viewing of the displayed requested agate information, said physical activity being with respect to the displayed requested agate information and including user response to the displayed requested agate information, such that said recorded indications of physical activity by the user generates a psychographic profile of the user.

REMARKS

Applicant proposes to amend Claim 1 to remedy an error in the claim as last filed. Specifically, the claim language "upon display of the requested agate information" is now removed from base Claim 1. The subject claim language is directed to the timing of when the tracking and profiling member is responsive to the data assembly. From Specification page 3, lines 4-17; page 7, lines 1-26; page 8, line 24-page 9, line 18; page 10, line 25-page 14, line 14; and Figures 1, 2 and 3A as originally filed, the tracking and profiling member is responsive to the data